JASON MCCOY

Product Designer, Engineer, 1x Founder

I thrive at the intersection of customer discovery, design engineering, and revenue growth.

Contact

tinykent.com (portfolio)
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Selected Impact

Pulley.com

I'm working directly with the leadership team on the North Star vision. I introduced the customer discovery process and research methodology, embedded Jobs To Be Done thinking into product strategy, and lead cross-functional design sprints for 0→1 product concepts focused on AI-native experiences.

Dropbox Replay

I joined as the second designer on an alpha-stage product, leading design through general availability for foundational capabilities of a collaborative platform for video creatives, generating $2m ARR in the first 12 months after launch.

Bella Football (exited)

I bootstrapped a company that supported elite soccer organizations including NC State Women's D1, Ipswich Town Academy, and the professional National Independent Soccer Association. I registered 10k users with 40% MAU and 32% WAU, and generated revenue from club registrations. I exited in an asset sale to a VC for their portfolio company.

Twine.com

Incubated by John Hancock Financial. I co-led user research and designed a 0→1 consumer IRA product for mobile.

Rimeto (acquired by Slack)

The first hire to join the founding team, I worked in a garage and designed and shipped v1 for mobile and web.

Differentiated skills

Customer Discovery

I've conducted 300+ customer interviews. I'll identify outcomes, source, script, moderate, evaluate.

0→1

I'll ideate broadly, rapidly, cross-functionally, and evaluate with customers.

Design systems

I'll operationalize building scaleable products, in addition to designing high-craft components.

Design engineering

I can prototype in code, build and deploy to prod, and manage engineering teams.

Design operations

I'll increase the speed of PDE teams by standardizing collaborative processes.